REMARKS

I. Summary of the Office Action

Claims 1-123 are pending in this application.

The Examiner required restriction of the application to either Group I (claims 1-109), Group II (claims 110-119), or Group III (claims 120-123), and has withdrawn the claims of Groups II and III (i.e., claims 110-123) from consideration in view of the undersigned's December 17, 2004 telephonic provisional election. The Examiner further requires affirmation of the telephonic election.

Claims 110-123 have been withdrawn from further consideration by the Examiner.

Claims 46 and 87 are objected to because of informalities.

Claims 1-6, 8, 10, 11, 14-16, 18, 19, 27-33, 35, 37, 38, 43, 44, 48-49, 57, 60, 62-64, 67, 68, 69, 71, 74, 81, 86, 89-91, 94-96, 99, 100, and 103 are rejected under 35 U.S.C. § 102(b) as being anticipated by Inoue et al. U.S. Patent No. 5,884,141 (hereinafter "Inoue").

Claims 7, 9, 34, 36, 65, and 92 are rejected under 35 U.S.C. § 103(a) as being obvious from Inoue in view of Ismail et al. U.S. Patent No. 6,614,987 (hereinafter "Ismail").

Claims 12, 17, 39, 45-47, 58, 59, 61, 70, 82-85, 87, 88, 97, and 98 are rejected under 35 U.S.C. § 103(a) as being obvious from Inoue in view of Baker et al U.S. Patent No. 5,583,561 (hereinafter "Baker").

Claims 13, 23, 24, 26, 40-42, 53, 54, 56, 66, 77, 78, 80, 93, 106, 107, and 109 are rejected under 35 U.S.C. § 103(a) as being obvious from Inoue in view of Lortz U.S. Patent No. 6,349,410 (hereinafter "Lortz").

Claims 20, 21, 50, 51, 75, and 104 are rejected under 35 U.S.C. § 103(a) as being obvious from Inoue in view of Banker et al. U.S. Patent No. 5,357,276 (hereinafter "Banker").

Claims 22, 25, 52, 55, 72-73, 76, 79, 101-102, 105, and 108 are rejected under 35 U.S.C. § 103(a) as being obvious from Inoue in view of White et al. U.S. Patent No. 6,392,664 (hereinafter "White").

II. Summary of Applicants' Reply

Applicants have elected without traverse to prosecute claims 1-109.

Applicants have amended independent claims 1, 16, 17, 27, 44, 45, 57, and 81 to more particularly define the claimed subject matter. Applicants have amended claims 46

and 87 to correct typographical errors. No new matter has been introduced as a result of these amendments.

The Examiner's objections and rejections are respectfully traversed.

III. Summary of Examiner Interview

The undersigned conducted a phone interview with the Examiner on March 24, 2005 to discuss proposed claim amendments. The undersigned would like to thank the Examiner for the courtesies extended during the interview. No agreement was reached.

IV. Affirmation of Telephonic Election

The Examiner required restriction of the application to either Group I (claims 1-109), Group II (claims 110-119), or Group III (claims 120-123), and has withdrawn the claims of Groups II and III (i.e., claims 110-123) from consideration in view of the undersigned's December 17, 2004 telephonic provisional election. Applicants hereby affirms the election of Group I (i.e., claims 1-109) without traverse. Applicants reserve the right to pursue the subject-matter of the non-elected claims in one or more subsequent continuing applications that claim priority and benefit from this application.

On page 2 of the Office Action, claims 1-109 have been characterized as being drawn to a personal video recorder with targeted advertising. Applicants respectfully submit this characterization is an excessively narrow interpretation of claims 1-109 and that claims 1-109 are not limited as such.

VI. Applicants' Reply to the Objections to the Claims

Claims 46 and 87 are objected to because of informalities. In particular, the Examiner indicated that claim 46 should be amended to depend from claim 45 to provide proper antecedent basis for "the remote facility". In addition, the Examiner indicated that claim 87 should end in a period.

Applicants have amended claims 46 and 87 to correct the aforementioned informalities.

Accordingly, applicants respectfully submit that the objections to claims 46 and 87 be withdrawn.

VII. Applicants' Reply to the 35 U.S.C. § 102 Rejection

Claims 1-6, 8, 10, 11, 14-16, 18, 19, 27-33, 35, 37, 38, 43, 44, 48, 49, 57, 60, 62-64, 67, 68, 69, 71, 74, 81, 86, 89-91, 94-96, 99, 100, and 103 are rejected under

35 U.S.C. § 102(b) as being anticipated by Inoue. This rejection is respectfully traversed.

A. Independent claims 1 and 27

Applicants' amended independent claims 1 and 27 are directed to a method and system, respectively, for using an interactive media application to substitute pause-time content in place of media that is paused. Claims 1 and 27 specify providing a user with ability to pause the media, pausing the media, and recording the media while the media is paused. Claims 1 and 27 have been amended to specify providing a pause-time content database for storing the pause-time content, retrieving the pause-time content from the pause-time content database, and playing the retrieved pause-time content while the media is paused.

Inoue refers to a "near video-on-demand signal receiver [that is] capable of pausing the display of a video program transmitted by a broadcaster and resuming display of the program from that point without additional delay" (Column 2, lines 51-55). "During the pause, the video program may continue to be displayed, another program may be received and be displayed, or a pause graphics screen may be generated by the microcomputer and displayed" (Column 6, lines 30-33).

Applicants respectfully submit that Inoue fails to show or suggest a "database for storing pause-time content, retrieving the pause-time content from the database, and playing the retrieved pause-time content while the media is paused," as specified in independent claims 1 and 27. In contrast, although Inoue allows a user to pause the display of a video program, the content displayed during pause is limited to the video program that the user is watching, another program that is received and displayed, or a pause graphics screen that is generated by the microcomputer and displayed. See Inoue, Column 6, lines 30-33. None of this content is content that is stored at a database for storing such content, nor is this content retrieved from such a database for display while the video program is paused. At best, Inoue states that "another program may be received and displayed" during pause. Receiving a program such as another near video-on-demand program is not the same as retrieving content from a database that provides content for display while the video program is paused.

Accordingly, for at least the reason that Inoue fails to show or suggest a "database for storing pause-time content, retrieving the pause-time content from the database, and playing the retrieved pause-time content while the media is paused," independent claims 1 and 27 are allowable over

Inoue. Claims 2-6, 8, 10-11, 14-16, 18-19, and claims 28-33, 35, 37-38, 43-44, and 48-49 are also allowable for at least the reason they depend from either independent claim 1 or 27. The rejection of these claims should therefore be withdrawn.

B. Independent claims 57 and 81

Applicants' amended independent claims 57 and 81 are directed to a method and system, respectively, for using an interactive media application to substitute pause-time content in place of media that is paused. Claims 57 and 81 specify providing a user with ability to pause the media. Claims 57 and 81 have been amended to specify playing the pause-time content that is related to the content of the media while the media is paused.

Inoue fails to show or suggest "playing pause-time content that is related to the content of the media while the media is paused," as specified in independent claims 57 and 81. As discussed above in Section VII(A), Inoue is limited to displaying a video program that the user is watching, another program, or a pause graphics screen that is generated by the microcomputer during pause. There is no teaching or suggestion in Inoue that the content displayed during pause is in any way related to the content of the video program that is paused.

Accordingly, for at least the reason Inoue fails to show or suggest playing pause-time content that is related to the content of the media while the media is paused, independent claims 57 and 81 are allowable. Claims 60, 62-64, 67-68, 69, 71, 74, and claims 86, 89-91, 94-96, 99-100, and 103 are also allowable for at least the reason they depend from either independent claim 57 or 81. The rejection of these claims should therefore be withdrawn.

VIII. Applicants' Reply to the 35 U.S.C. § 103 Rejections

Claims 7, 9, 34, 36, 65, and 92 are rejected under 35 U.S.C. § 103(a) as being obvious from Inoue in view of Ismail.

Claims 12, 17, 39, 45-47, 58, 59, 61, 70, 82-85, 87, 88, 97, and 98 are rejected under 35 U.S.C. § 103(a) as being obvious from Inoue in view of Baker.

Claims 13, 23, 24, 26, 40-42, 53, 54, 56, 66, 77, 78, 80, 93, 106, 107, and 109 are rejected under 35 U.S.C. § 103(a) as being obvious from Inoue in view of Lortz.

Claims 20, 21, 50, 51, 75, and 104 are rejected under 35 U.S.C. § 103(a) as being obvious from Inoue in view of Banker.

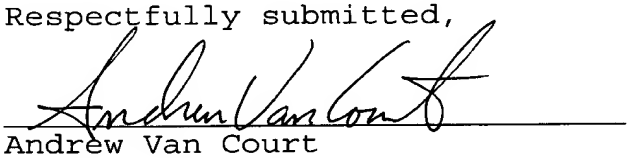
Claims 22, 25, 52, 55, 72-73, 76, 79, 101-102, 105, and 108 are rejected under 35 U.S.C. § 103(a) as being obvious from Inoue in view of White.

Applicants have shown above in Section VIII of this Reply that independent claims 1, 27, 57, and 81 are allowable. The claims listed above, rejected to as being obvious from Inoue in view of a secondary reference, and which depend from either independent claim 1, 27, 57, or 81, are allowable at least because they depend from allowable claims. The rejection of these claims should therefore be withdrawn.

## V. Conclusion

In view of the foregoing, claims 1-109 are in condition for allowance. This application is therefore in condition for allowance. Reconsideration and allowance of this application are respectfully requested.

Respectfully submitted,



Andrew Van Court
Registration No. 48,506
Agent for Applicants
FISH & NEAVE IP GROUP
ROPES & GRAY LLP
Customer No. 1473
1251 Avenue of the Americas
New York, New York 10020-1105
Tel.: (212) 596-9000
Fax: (212) 596-9090